Norma Shearer, Ronald Colman lead British Film Poll for Favorite Stars, Great Britain

CANADIAN MOVING PICTURE DIGEST

Vol. 24, No. 4 TORONTO 2, CANADA May 21st, 1932

SPRING IS HERE!

Fine weather! Outdoor attractions are tempting picture patrons to stay away—

GOOD OLD LEO OF M-G-M TO THE RESCUE!

Just when you need them most—

JOAN CRAWFORD—BOB MONTGOMERY *in* "Letty Lynton"
NIGHT COURT—The All-Star Thriller!
NORMA SHEARER—CLARK GABLE *in* "Strange Interlude"
RAMON NOVARRO *in* "Huddle"
GRETA GARBO *in* "As You Desire Me"
MARIE DRESSLER—POLLY MORAN *in* "Prosperity"

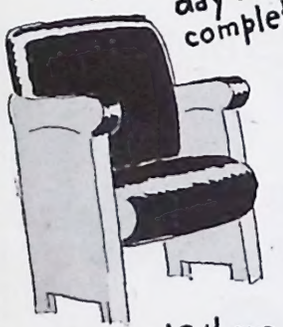
No matter what season of the year—depend on

METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

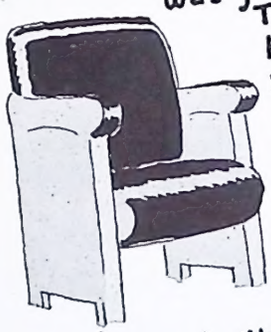
WONDER WHAT a THEATRE SEAT THINKS ABOUT!

(With Apologies)

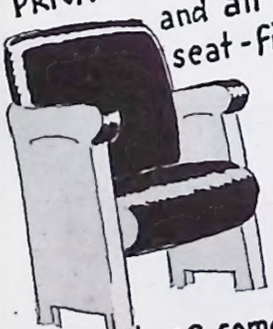


"Gosh, I'm exhausted tonight! If the Boss holds over 'TARZAN THE APE MAN' another day I'll have a complete collapse!"

"My back hurts something awful! Ever since the Boss put in Metro-Goldwyn-Mayer pictures I haven't been idle one minute!"

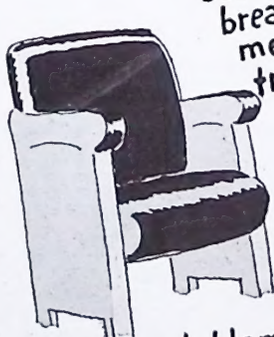


"Lucky they sent that carpenter in here after 'HELL DIVERS' My bottom was just about out! The Boss says he broke the house record. He busted me too!"



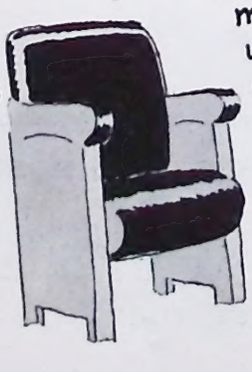
"Gee whiz, if there was only one restful week! What a season I've put in with "THE CHAMP" 'POSSESSED' 'PRIVATE LIVES' 'MATA HARI' and all those M-G-M seat-fillers!"

"I love that sweet Marie Dressler, even though I'm a bit tear-stained from 'EMMA' I hope I can stand up under the strain of Dressler-Moran coming in 'PROSPERITY' My springs were gone after 'POLITICS'."



"A chair like me gets to be quite an authority on pictures. When Greta Garbo's on the screen they seem to sit in breathless enjoyment. I saw the trailer on her next hit 'AS YOU DESIRE ME' and I can hardly wait!"

"They tell me some seats in this town have a cinch-they're just like new-never have to work! They'll wind up on the scrap-heap, the loafers! They should work in an M-G-M house and they'd get the stuffings knocked out of 'em!"



"Joan Crawford in 'LETTY LYNTON' and then Norma Shearer in 'STRANGE INTERLUDE'-and no end of M-G-M hits in sight-my next coupla weeks are cut out for me-and how!"

"You can't blame us M-G-M chairs for getting proud. The way the folks rush in here and fight for us is quite a thrill. Well, doors are opening now. Here comes a fat Mama. Just my luck!"

"Sunshine Susie" Still Going Strong Fourth Week, Uptown, Toronto

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RAY LEWIS
Editor and Managing Director

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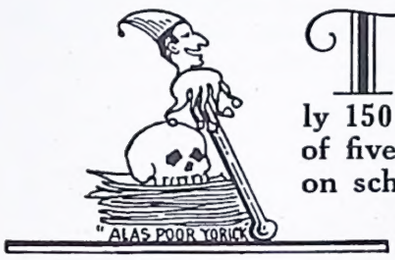
INDEPENDENT PRODUCTION SUBSTANTIAL



THE Independent market will present approximately 150 pictures of the total of five hundred as planned on schedule. Which leads us to conclude that business may come and business may go, but Show Business must go on forever!

From the ten national distributing units the market will receive an average of about 40 features each!

Now the big idea is to let the Big Financiers worry about Depression, while we create Big Business. The little fellows, who never had much money; and the masses, who were glad to get "bread and bed", should let the Big Fellows shoulder the responsibility of keeping the world going, since in prosperity they ran the world so well! Someone of these masses may remonstrate with us to say, "they ran it to the ground". Why argue about it, it's their ground, and their hole, so let them get out of the hole, and make the ground produce.

Our business and worry is to keep in business; and getting down to "fundamentals", another word the Big Fellows love to use, let us talk pictures, Motion Pictures for which the masses still have a dime left. Let us go after the dime, for a dime in time, saves nine, and nine plus one, makes a dollar! Incidentally the masses are sure to have the odd dime or two, because Kings, Presidents, Prime Ministers, Members of Parliament, Bankers, Industrialists, etc., etc., are all united to find the masses employment. If an united effort of Big Interests can make a world war, the same Power can make employment.

Exhibitors go after business, the whole world is behind you in keeping business moving. All together, over the top!

"O MY GOD!"

MR. ADOLPH ZUKOR, President of Paramount-Publix and what is left of Famous Players Canadian Corp., has informed the press that Paramount is safe. States Mr. Zukor, "Mr. Hertz was invited to come into our company. He does not want my job. He wants to help Paramount, to build Paramount for you, for me. Having a man of his far-reaching vision, his modesty, strength, tenacity and sane counsel is our life insurance policy.

"With his help, we have co-ordinated all our departments. After twenty years, we have an institution with all departments working together with one thought, one ideal, one ambition!

"There is no selfishness in our company. There is nothing that is not open and aboveboard.

"The world gave us the depression, God gave us John Hertz, Sam Katz and Emanuel Cohen. Paramount is safe." "O my God!"

RAY PRESENTS

RAY LEWIS

FOLLOWING the Krueger disclosures with their alleged forgeries of bonds and annual statements, we get another surprise from the Industrial and Financial Realm of Big Magnates, in the alleged admission by Thomas F. Curran, former controller of the Worcester Salt Company and a director in the National Bank of Queens, when he is reported as having walked into the office of District Attorney Crain of New York and is alleged to have admitted that since the stock market crash of October, 1929, he had defrauded six banks and three brokerage concerns of New York City to the extent of $500,000 by giving them bogus stock of the salt company as collateral.

The Continental Bank & Trust Company had loaned Curran $20,000, the National City Bank is alleged to have been victimized to the extent of $250,000, the Corn Exchange Bank and Trust Co., $20,000, The Bank of Manhattan Trust Co., $40,000, the National Bank of Queens, of which Curran was a director, $70,000, and the Bank of America, $30,000. We will not enumerate the list of brokerage houses which have also been "done", as for our argument the bank list proves sufficient.

NOW let us turn to a statement made by Samuel Untermyer, who needs no introduction to our Industry. We heard this gentleman's name several times in connection with the Fox reorganization plans. before William Fox stepped out of control; and Mr. Harley Clarke stepped in. Samuel Untermyer is reported as having "a practical working knowledge of the kind of banana oil some syndicates have used in the past to grease the wheels of the stock market". On May 15th Mr. Untermyer read the gentlemen of the New York stock exchange "a severe lecture", with the Krueger & Toll billion dollar fiasco as its text.

We, who are minority shareholders in Motion Picture Interests, as well as in other Industries and Utilities, may be persuaded to be educated by what Mr. Untermyer has to say, especially when we recall what happened to us, as minority shareholders of Famous Players Canadian Corp.; and what still may happen to us, while the "politics" are being played by those who are in control of Paramount-Publix.

THOSE, who hold shares in Paramount-Publix may hunt up their annual statement of 1929 and read the note which refers to over 200,000 shares, "under certain conditions" to be taken up under an option, at $80.00 a share; and inquire of the accountants, who "examined the accounts", and of the president, who concurred in the Report, if this statement was not misleading; and if the options were not in reality, and in accordance with the true state of affairs, commitments which have had to be met, involving millions of dollars, and which have played a leading part in almost wrecking Paramount-Publix.

Those, who exchanged their Canadian shares for Paramount-Publix, were unaware that the alleged options were commitments of approximately $16,000,000.

Edward R. Tinker, as President of Fox, in his address before the Academy of Motion Picture Arts and Sciences, reported in The Digest, issue of Feb. 13th, stated, "This Industry is reaching its final stage of structural development, at a time when all business is being subjected to closest public scrutiny. Some of the corrective measures that have been taken in the recent past and those that must be taken in the immediate future at times may be drastic, but we must not lose sight, however, of the fact that we all have legal and moral responsibilities to our stock holders such as we have to the public and those whom we employ.

"Stockholders today are in a move to enforce their legal rights and to demand that we fulfill our moral obligations to them. It may be that some corrective measures now being taken voluntarily by the management might soon be imposed upon it by legal process."

WE HAVE repeated Mr. Tinker's statement, because what he states is sound and just; and investors are going to get at least, a "gambling chance", for the money which they have toiled for, and which they have invested.

The shareholders of Famous Players Canadian are disatisfied with a management of Famous Players Canadian which advances $375,684.88 for film rental. This cash advance was made, we are informed, to a subsidiary producing company of Paramount-Publix. The fact that Famous Players Canadian receive 6% interest, is no protection, or return for nearly a half million dollars in cash, especially at a time when cash is so scarce; and the position of Paramount-Publix precarious!

What security, by way of collateral, has Famous Players Canadian for the advance of this large sum of money; and what advantage is the Famous-Lasky franchise to the Canadian company, for which it paid $600,000, a franchise which gave the Canadian company the privilege of selecting Paramount pictures!

IN ORDER that Famous Players may collect on its cash advance for film, it must take as many Paramount pictures as possible, to the exclusion of other product, regardless of whether the Paramount product is as good, or means anything by way of revenue to the theatre investors.

(Continued on Page 5)

Paramount-Publix reaches New Low 1¾—Friday, evidently Black Friday for Canadian Shareholders

Ray Presents

(Continued from Page 4)

THERE is an article by Ralph Henderson, Financial Editor of the New York World-Telegram, which reports a statement made by Colonel Arthur H. Carter, President of the New York State Soceity of Certified Public Accountants, at the annual meeting of this organization, which repeats in part, certain statements made by Colonel Carter. "It is almost unbelievable", states Colonel Carter, "that in this day and age the glamor of any individual or any group of individuals could so sway the judgment of prudent business men and the investing public as to lead them to accept any financial statement without an independent audit."

"It is my opinion that, more than at any time during the last twenty years, absolute frankness is required in dealing with the public, since full disclosures of true conditions will be brought to light today as never before.

"Distortion of financial statements by covering up facts will not hasten the return of better business conditions."

MR. HENDERSHOT states that "Bankers, as a rule, do require independent audits and appraisals of corporations of which they are not familiar before entering into agreements with them for the sale of securities. And even of concerns with which they do business constantly there is reason to believe that they get more detailed reports than made public generally. But the investor has been content to accept almost any sort of a report, and bankers and business men have been known to do the same."

What is the answer, an economically unsound world, with investors crushed and the manipulators of this Juggernaut of Frenzied Finance, the Big Interests going around in a circle. Those who are nearly broke themselves are wondering what has gone wrong; and those who have saved something from the wreckage are still optimistic that the world will right itself for another "killing".

GENTLEMEN, this Big Game Hunting, which kills "Lions" and does not overlook "rabbits", or "lambs", those "who earn their daily bread", this Game is more dead than The Dead, for it will not have a resurrection, at least, not in our civilization.

What's wrong with the world, with everything? Be honest with yourself and with each other; and it will not be difficult to find the answer, and to also administer the corrective measures for a solution.

We need brave men, big men, men who will stand upon their convictions regardless of politics, men like those who formed England's National Government; and made that little Island, still safe for a Traditional Democracy.

In 1917, *we saw the end of the Russian dynasty, in* 1918 *the end of the Turkish, Austrian and German dynasties, in* 1918 *the end of a four years' war, which eighteen years later is still feeling the repercussions of its gunpowder.*

War Greed, Peace Greed, the Worship of the Golden Calf. Banditry by Outlaws rivalling the banditry of those who have worked the same game, but without a gun; and under the legal protectorate of Big Business.

THE PUBLIC does not need Mr. Untermyer to inform it that, "The foreign government or corporation desiring to sell securities contracts with a banking house which, before agreeing to buy, organizes an underwriting syndicate to take the securities off its hands. For this service it gets a commission and relieves itself of all risk.

"The underwriting syndicate in turn before it obligates itself, forms a selling syndicate, and for this in turn it gets a commission and relieves itself from liability.

"This selling syndicate appoints a syndicate manager from among the subscribing bankers. The bonds or stocks are listed and sales and purchases started on the exchange, some genuine, but mainly washed or manipulated by the syndicate manager through daily orders given one set of brokers to buy and another to sell.

"The purpose of these operations is to maintain the price level at or above the issuing price and to create a false appearance of activity whilst the swarm of selling agents of the syndicate throughout the country are marketing the stocks or bonds to the public."

What is wrong with the world? The world is broke through just such manipulations as Untermyer speaks of, coupled with the juggling of Annual Reports. All the other causes have played their part, but we in the Industry of Motion Pictures know that the villian in our play, has been "the stock exchange"; and that there are no "chisellers" in our Industry of buying and selling pictures, who are not as Infants as compared with The Giants in the Arena of Finance.

Directors Re-Elected to Marcus Loew Theatres Ltd.

At the annual general meeting of the Marcus Loew Theatres Limited, in Toronto, the directors were re-elected, and the financial statement approved.

It was pointed out that under the new leasing agreement of the Uptown Theatre that Loew's would receive an annual revenue of $72,000; also the Directors impressed upon the shareholders the benefits of the purchase of the entrance to the Uptown Theatre.

Several inquiries were presented by the shareholders re the preferred shares, when the dividends on same would be resumed. The Chairman replied resumption date of the dividends was still indefinite.

Mr. Amedee J. Van Beuren, President of the Van Beuren Corporation, who produce R.K.O. Radio shorts, announced that he would continue with this policy, as it has been shown by the Hays' office poll, that short subjects are prime favorites with the public. Mr. Van Beuren states, that in his opinion the public does not take kindly to the double feature program; and further says that he would not be surprised if in the near future the most popular theatres will inaugurate a short-subject night.

"White Devil"—released thru Excellent, Premiere Showing Madison, Toronto, Saturday, May 21st

M. Newman in Winnipeg

M. H. Newman, general manager of the theatre division of the Universal Pictures Corporation, is in Winnipeg, arranging for the Western Canadian premiere of "The Doomed Battalion," which will open at the Lyceum Theatre, May 20.

Mr. Newman came to Winnipeg directly from Washington, D.C., where he arranged the Washington premiere which was an especially brilliant social event, was attended by members of the United States government, the diplomatic corps and leaders of Washington official and social life. "The Doomed Battalion" is still running in Washington at prices ranging up to $3, Mr. Newman says.

Speaking of conditions in the talking picture world, Universal's general manager of theatres said that business in Canada appeared to be a little better than in the United States. "Your general conditions here are better and your people the most cheerful and optimistic I ever saw. This dislocation of general business is merely an event in a cycle and will improve practically as rapidly as it came. Confidence is the great need, and you appear to have plenty of it in Canada.

"The talking picture business has been hit like all other lines of endeavor, and I cannot see why it should be," Mr. Newman continued, "for the people can purchase entertainment now cheaper than ever before, and the quality has never been better. Universal has six big pictures on its immediate program and some of these have already been produced. In the number is "Night World", which received its premiere on May 1; "Radio Patrol" and "The Doomed Battalion". The latter is a war picture with locale on the Alpine front, and for photography and general excellence is better than anything we have turned out since "All Quiet on the Western Front".

"Other pictures on Universal's list are 'Tom Brown at Culver", and the Fanny Hurst story 'Back Street'. All these will be seen in Winnipeg later. There is also the 'Information Kid', the title of which may be changed before it is released.

"One interesting item in which I think picture patrons in Canada will be interested is that we have put Boris Karloff, the 'monster' of 'Frankenstein', into a new thriller picture entitled 'The Old Dark House'."

No Change in New Schedule

No change will be made in the new schedule of theatre licenses which comes into effect June 1 in Winnipeg. This was the decision reached by a civic sub-committee of the City Council, which was appointed to deal with a request by a number of theatre managers to change the fees back to the old schedule.

The new schedule will bring about an increase of $700 in revenue. Twelve theatre licenses are increased $50 annually, 10 licenses $100; while 10 are decreased $50, and four decreased $100.

The increases are imposed principally on the downtown theatres, while the reductions apply to those in the outlying districts.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — A United Artists production, "Sky Devils", with William Boyd, Ann Dvorak and Spencer Tracy.

UPTOWN—Manager Tom Daley — Third week for the British Gainsborough picture, "Sunshine Susie", starring Renate Muller.

TIVOLI—Manager Jimmy Lynch — "Devil's Lottery", a Fox film with Elissa Landi, Victor McLaglen, Alexander Kirkland and Paul Cavanagh.

IMPERIAL—Manager H. V. Knevels — "Amateur Daddy", with Warner Baxter and Marian Nixon. A Fox picture.

SHEA'S—Manager Jerry Shea — "The Broken Wing", a Paramount picture with Lupe Velez and Leo Carillo.

POSITION WANTED

Grade "B" non-union projectionist, wants immediate position. Three years sound experience. Will go anywhere.

Write BOX 15, DIGEST.

The New Standardized Proportional Aperture

Since February 15th last, all films have been made with the picture image .600" x .825", exclusive of the sound track still running the full length of the film in its usual place. To use the new film made with this size aperture and not show a blank space at top or bottom of the screen, it is necessary to instal new standardized aperture plates of the above aperture size. Standardized Aperture Plates are now in stock, prices:—

Simplex, 75c each; Powers, $3.00 each; De Luxe Motiograph, $7.50 each.

THE STANDARDIZED VOCALITE GLASS BEAD SOUND SCREEN.

The Beaded Screen Corporation, in connection with the announcement of the Standardized Aperture, have settled on a few Standard Sizes of the Vocalite Screen to match the Apertures at special prices. Regular Vocalite quality, immediate shipment.

5' 10" x 8' 0" ..... $ 47.00	7' 10" x 11' 0" ..... $ 87.00	10' 3" x 14' 0" $144.00
11' 7" x 16' 0" $186.00	13' 10" x 19' 0" $263.00	16' 0" x 22' 0" $352.00

The above prices include Frame, F.O.B. Toronto.

All sizes ordered other than the above Standard sizes will be at the rate of $1.25 per square foot of picture area, frame included in this price, F.O.B. Toronto.

Allowance if you already have the frame, 10 cents per square foot.

THIS ANNOUNCEMENT MAKES IT POSSIBLE TO REPLACE THAT OLD SCREEN AT VERY REASONABLE COST. DO IT NOW!

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Chinatown After Dark	Trapped in Tia Juana	Sin's Pay Day	Love in High Gear
Anybody's Blonde	Honor of the Press	Temptation's Workshop	The Gorilla Ship
Soul of the Slums	The Monster Walks	Dragnet Patrol	Dynamite Denny
Cain	Sally of the Subway	Hawk of the Yukon	Sandy of the Secret Service
Widow in Scarlet	Hell's Headquarters	Destruction's Trap	Docks of San Francisco

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277 Victoria Street	5975 Monkland Ave.	162 Union Street
James I. Foy, Mgr.	Sam Jacobs, Mgr.	Art Owens, Mgr.

DEPRESSION HARD TIMES ? NIX!!!

YOU'LL SAY SO, TOO

WHEN YOU PLAY

RENATE MULLER

SUNSHINE SUSIE

with

JACK HULBERT, OWEN NARES

Screen's HAPPIEST Picture

Tuneful Songs
Joyous Romance
Uproarious Fun

All the World Sings Her Praises

Happy, carefree, singing, dancing, happy-go-lucky "Sunshine Susie" in the gayest picture of the year! A new and delightful personality in the cleverest musical romance ever produced! So witty, so original, so entertaining, they'll want to see it again and again!

A GAINSBOROUGH SPECIAL

Now In Its 4th Week at the Big Uptown Theatre, Toronto, and Still Going Strong!

She'll Pack Your House From Cellar to Dome Even if You Double Your Usual Playing Time!

NEVER BEFORE SUCH A CHANCE FOR EXPLOITATION

We have prepared a campaign manual that will suggest dozens of ideas for making "SUNSHINE SUSIE" the most profitable picture you ever played in your theatre. Be sure to get it.

BE WISE! BE A REAL SHOWMAN! ACT QUICK!

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